

Message Text

UNCLASSIFIED

PAGE 01 WARSAW 06414 090822Z

ACTION CU-06

INFO OCT-01 EUR-12 ISO-00 EB-08 USIA-15 /042 W

-----025974 090828Z /12

P R 090649Z SEP 77

FM AMEMBASSY WARSAW

TO USDOC WASHDC PRIORITY

INFO SECSTATE WASHDC 259

USIA WASHDC

AMCONSUL KRAKOW POUCH

AMCONSUL POZNAN POUCH

UNCLAS WARSAW 6414

COMMERCE ACTION FOR BEWT/OEWCA/LOTARSKI

STATE FOR CU/EE

USIA FOR IEU/ICS

EO 11652N/A

TAGS: BEXP, OEXC PL

SUBJ: POLISH SPONSORED "NEW MARKET DEVELOPMENT" SEMINAR:

RECOMMENDED US PARTICIPATION

1. TDC DIRECTOR SCHRAGE AND CAO GOSENDE MET AUGUST 31 WITH PROFESSOR STEFAN PODLESNY, VICE DIRECTOR FOR TRAIN- INF OF THE POLISH MANAGEMENT ORGANIZATION AND DEVELOP- MENT INSTITUTE (MODI) TO DISCUSS PREPARATIONS FOR THE FIRST "NEW MARKET DEVELOPMENT" SEMINAR TO BE HELD AT THE POLISH MANAGEMENT DEVELOPMENT CENTER IN JACHRANKA (NEAR WARSAW) NOVEMBER 12-20.

2. THIS SEMINAR WILL INAUGURATE WHAT MODI SEES AS AN ANNUAL SERIES OF INTERNATIONAL MARKETING SEMINARS AS A PART OF ITS NORMAL ACTIVITIES TO TRAIN MANAGERS OF POLISH BUSINESS ORGANIZATIONS. THIS YEAR'S MEETING WILL BE UNCLASSIFIED

UNCLASSIFIED

PAGE 02 WARSAW 06414 090822Z

CO-SPONSORED BY THE SOCIALIST MARKETING ASSOCIATION (SMA), ALTHOUGH MODI IS THE PRINCIPAL ORGANIZER. THE SEMINAR WILL BE ATTENDED BY APPROXIMATELY 80 MANAGING DIRECTORS, DEPUTY MANAGING DIRECTORS, AND DEPARTMENT HEADS FROM ALL THE MAJOR FTO'S IN POLAND. THE SEMINAR'S BUDGET COMES FROM CONTRIBUTIONS FROM THESE SAME FTO'S.

3. THE STATED OBJECTIVE OF THESE SEMINARS IS AN EXCHANGE OF EXPERIENCE AND IDEAS ON NEW MARKET DEVELOPMENT. THE PRIORITY SUBJECT WILL BE HOW TO MARKET POLISH PRODUCTS IN SPECIFIED FOREIGN COUNTRIES. AT THE SAME TIME, IN RECOGNITION OF THE NEED FOR A MUTUAL BENEFIT TO THE INVITED FOREIGN PARTNER, DISCUSSIONS OF MARKETING, LICENSING, AND JOINT VENTURES IN POLAND WILL BE ON THE PROGRAM.

4. WITH THE BACKING OF THE MINISTRY OF FOREIGN TRADE AND CHAMBER OF FOREIGN TRADE, THE UNITED STATES HAS BEEN SELECTED BY THE POLES AS THE PIONEERING PARTNER IN THIS SERIES. MODI HAS TOLD US IT PLANS TO INVITE A GROUPE OF WESTERN EUROPEAN COUNTRIES FOR A SIMILAR SEMINAR IN 1978.

5. IN LIGHT OF THE IMPORTANCE THE POLES HAVE ATTACHED TO THEIR COMMERCIAL RELATIONSHIP WITH THE US, AND BECAUSE THE PROGRAM OFFERS A UNIQUE OPPORTUNITY FOR EXTENSIVE CONTACTS WITH 80 HIGH-LEVEL FTO OFFICIALS, WE BELIEVE A STRONG EFFORT SHOULD BE MADE BY THE USG TO RECRUIT AN EXPERIENCED, SERIOUS TEAM TO PARTICIPATE IN THIS SEMINAR. IT WILL ALSO PROVIDE A GOOD MEANS TO FURTHER JOINT MARKET RESEARCH. THIS, WE RECALL, EMERGED AS AN OBJECTIVE DURING THE REICH/OLESIK MEETING IN JULY.

UNCLASSIFIED

UNCLASSIFIED

PAGE 03 WARSAW 06414 090822Z

6. MODI WANTS 10 PARTICIPANTS FROM THE US, WITH 7 FROM THE PRIVATE BUSINESS SECTOR, 2 FROM ACADEMIA, AND ONE FROM THE USG. THE POLES WILL PAY ALL EXPENSES IN POLAND, EXCEPT FOR SPECIAL TOURIST EXCURSION THAT PARTICIPANTS MAY WANT TO TAKE.

7. THE POLISH FTO PARTICIPANTS WILL BE A) MACHINE BUILDING INDUSTRY, 36 PEOPLE; B) HEAVY INDUSTRY, 16 PEOPLE; C) LIGHT INDUSTRY, 10 PEOPLE; D) AGRICULTURE AND FOOD PROCESSING, 6 PEOPLE; E) TIMBER AND FURNITURE INDUSTRY, 3 PEOPLE; F) CHEMICAL INDUSTRY, 2 PEOPLE; G) HANDICRAFTS, 2 PEOPLE; AND H) OTHER, EG SCIENTISTS AND THE CHAMBER OF FOREIGN TRADE, 5 PEOPLE.

8. WE REQUEST USDOC TO COORDINATE THE RECRUITMENT OF US BUSINESSMEN AND THE USG REPRESENTATIVE. WE BELIEVE THAT THE EMBASSY CAN RECRUIT DIRECTLY APPROPRIATE ACADEMICIANS. THE US BUSINESS REPRESENTATIVES SHOULD MATCH, AS MUCH AS POSSIBLE, THE CROSS-SECTION OF POLISH ECONOMIC SECTORS REPRESENTED.

9. FURTHER DETAILS ON THE SEMINAR HAVE BEEN SENT BY POUCH TO BEWT, S. LOTARSKI.

BROWN

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 09-Sep-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977WARSAW06414
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770326-1146
Format: TEL
From: WARSAW
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770978/aaaacoec.tel
Line Count: 117
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: e2f80d49-c288-dd11-92da-001cc4696bcc
Office: ACTION CU
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 10-Dec-2004 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 1321183
Secure: OPEN
Status: NATIVE
Subject: POLISH SPONSORED "NEW MARKET DEVELOPMENT" SEMINAR: RECOMMENDED US PARTICIPATION
TAGS: BEXP, OEXC, PL
To: COM
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/e2f80d49-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009